

MediaWiki Open Source Software as Infrastructure for Electronic Resource Outreach

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If I had a hammer . . .



Overview

- **Who?** (organization & culture)
- **Why?** (background, need, etc.)
- **What?** (a “wiki” – if that helps)
- **How?** (very carefully)
- **Where?** (are we now)
- **When?** (do we move on . . . *NOW*)



<who>

</who>

Who?

<who>

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FLORIDA STATE UNIVERSITY LIBRARIES

<http://www.lib.fsu.edu>

Organization

- Library divided into 3 divisions: Public Services, Collection Services, and Technology & Research
- Outreach librarians assigned department(s)
- Collection Development Department



Stakeholders

- Patrons (“users”)
 - Faculty
 - Students
 - Broader campus community
- Librarians (“pushers”)



<why>

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Why?

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Background / Initial impetus

- Recent move to Open Source CMS from static HTML
- Use of “wikis” by subject specialists and librarians for outreach



Why a “wiki”?

- Easy to update and un-do
- “Minimal” learning curve
- Connect with targeted user groups



Why MediaWiki?

- Robust support community
 - Proven security
 - Widgets, extensions, etc.
- Fit with current infrastructure
 - Ease of install
 - PHP/MySQL



Purposes / Goals

- Targeted content
- Personal empowerment (for librarians and end-users)



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What?

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A Wiki (but not)

- Open editing for librarians
- End-users only have “view” access
- Content Management without all the formality



Organized by Subject

Website



Wiki

E-Resources by Subject

- Anthropology
- Art
- Biology
- Business
- Chemistry
- Classics
- Communications
- Computer Science
- Criminal Justice
- Dance
- Economics
- Education
- Engineering
- English
- Environment
- Film
- Geography
- Geology
- History
- Information Studies
- International Studies
- Latin America and Caribbean
- Local Resources
- Mathematics
- Meteorology
- Modern Languages
- Nursing
- Nutrition
- Oceanography
- Philosophy
- Physical Education
- Physics
- Political Science
- Psychology
- Public Administration
- Religion
- Social Work
- Sociology
- Spanish Language
- Statistics
- Textiles
- Theater
- Urban/ Regional
- Women's Studies

Subject Specialists By Academic Discipline

- | | |
|-------------------------|-------------------------------|
| ■ Anthropology | ■ Latin America and Caribbean |
| ■ Art | ■ Mathematics |
| ■ Biology | ■ Meteorology |
| ■ Business | ■ Modern Languages |
| ■ Chemistry | ■ Nursing |
| ■ Classics | ■ Nutrition |
| ■ Communications | ■ Oceanography |
| ■ Computer Science | ■ Philosophy |
| ■ Criminal Justice | ■ Physical Education |
| ■ Dance | ■ Physics |
| ■ Economics | ■ Political Science |
| ■ Education | ■ Psychology |
| ■ Engineering | ■ Public Administration |
| ■ English | ■ Religion |
| ■ Environment | ■ Social Work |
| ■ Film | ■ Sociology |
| ■ Geography | ■ Spanish Language |
| ■ Geology | ■ Statistics |
| ■ Historical Studies | ■ Textiles |
| ■ Human Sciences | ■ Theater |
| ■ Information Studies | ■ Urban-Regional |
| ■ International Studies | ■ Women's Studies |



A Personal Touch

- Added photos of outreach librarians

Contact Info



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<how>

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How?

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Implementation

- Fast rollout (one month from initial impetus to implementation/training)
- Minimal planning
- “Soft” launch



Training

- Dual strategy
 - Beginners: Hands-on instruction, paper “cheat sheets”
 - Advanced: Basic introduction, online help tools – links to documentation
- Need for “best practices”



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Where are we now?




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E-Resource by Subject

- Prominent link with embedded photo

<p>Arts & Humanities Search Records referencing many of the world's leading arts and humanities journals. Online version of ISI's Arts & Humanities Citation Index</p> <p>English Short Title Catalogue Contains records for works printed in any language in England or its dependencies from the beginning of printing through the end of the eighteenth century, as well as works printed in English anywhere else in the world during that period. Subject headings appear in records for items published in 1700 or earlier.</p> <p>Essay & General Literature Index (Changed to H.W. Wilson January 2004)Indexes essays and articles that have been published in collections as books. It is a good source of literary criticism published in books rather than in periodical articles from 1985-More than 300 volumes are indexed annually. Additionally, more than 20 annuals and serial publications are indexed. Essay and General Literature Index also provides full bibliographic information on collective titles indexed. Essay and General Literature Index focuses on the humanities and social sciences, with subject coverage ranging from economics, political science, and history to criticism of literary works, drama, and film.</p>	<p>English Subject Page</p>  <p>Contact your the Subject Librarian for English or explore additional resources!</p>
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URL Aliases

- Current link schema for MediaWiki install:
 - <http://www.lib.fsu.edu/subject/index.php/Classics>
 - If move to different software, can't be maintained
- Alternate URL Alias:
 - <http://www.lib.fsu.edu/subject/classics>
 - “Easy to remember”
 - Durable and consistent



Customization of interface

- Better meets FSU identity guidelines
- Remove authenticated user features
 - No “login” link or “edit” tabs
 - Removed “toolbox”

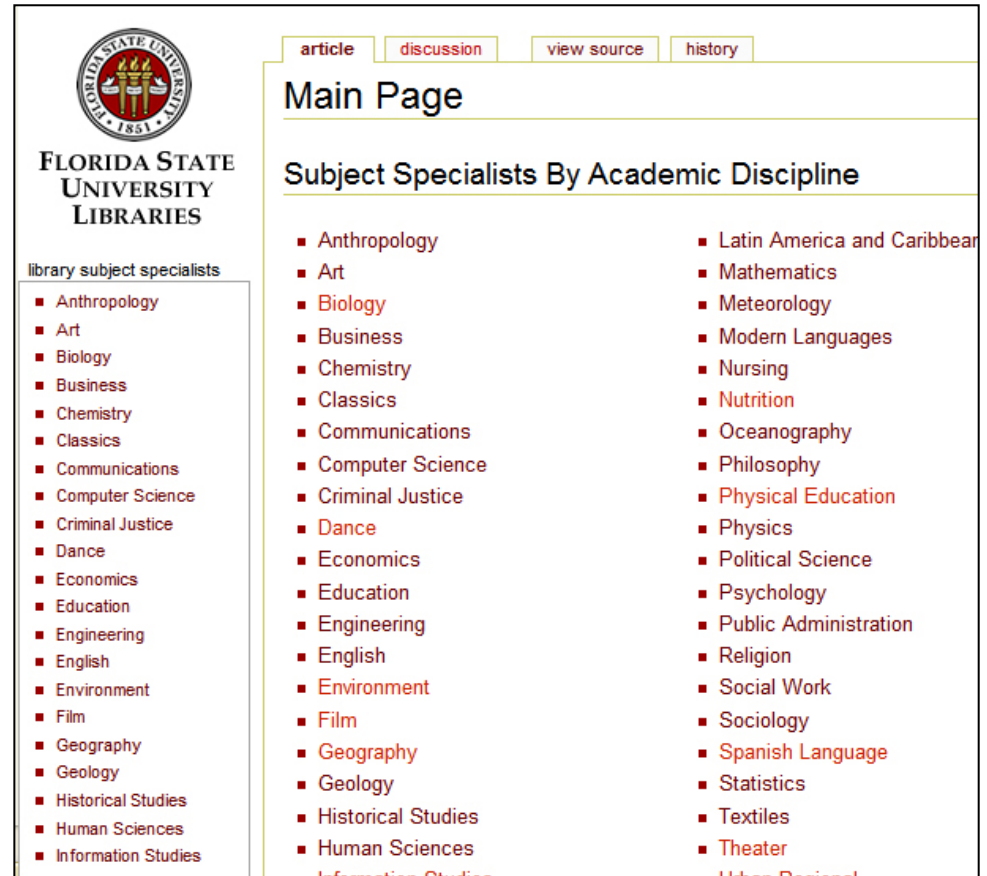


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Basic Customization

- Previous Page:
 - Clean /simple
 - Nice layout
 - No FSU ID



The screenshot displays the Florida State University Libraries website. At the top left is the FSU logo and the text "FLORIDA STATE UNIVERSITY LIBRARIES". Below this is a section titled "library subject specialists" which contains a vertical list of 25 academic disciplines, each preceded by a small red square bullet point. To the right of this list is a larger section titled "Subject Specialists By Academic Discipline". This section has a horizontal navigation bar with four tabs: "article", "discussion", "view source", and "history". Below the tabs is the heading "Main Page". The main content area lists the same 25 academic disciplines in two columns, each preceded by a red square bullet point. The disciplines are: Anthropology, Art, Biology, Business, Chemistry, Classics, Communications, Computer Science, Criminal Justice, Dance, Economics, Education, Engineering, English, Environment, Film, Geography, Geology, Historical Studies, Human Sciences, Information Studies, Latin America and Caribbean, Mathematics, Meteorology, Modern Languages, Nursing, Nutrition, Oceanography, Philosophy, Physical Education, Physics, Political Science, Psychology, Public Administration, Religion, Social Work, Sociology, Spanish Language, Statistics, Textiles, and Theater.



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FSU “look and feel”

- New Look:
 - FSU header
 - Matching background and fonts



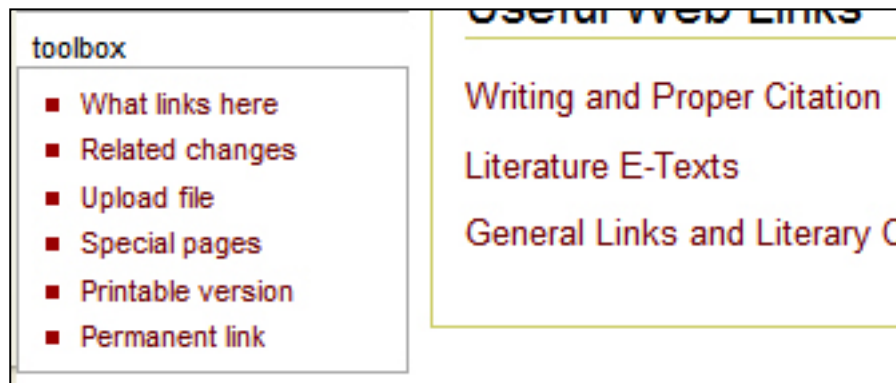
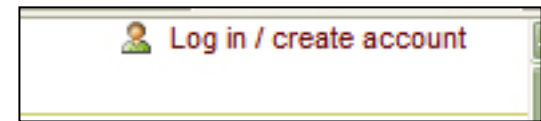
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<http://www.lib.fsu.edu>

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Removed “Wiki-ness”



Functionality Extensions

- Embedded chat
 - Meebome enabled
 - Plugoo, Chantango, etc.
- Google CSE



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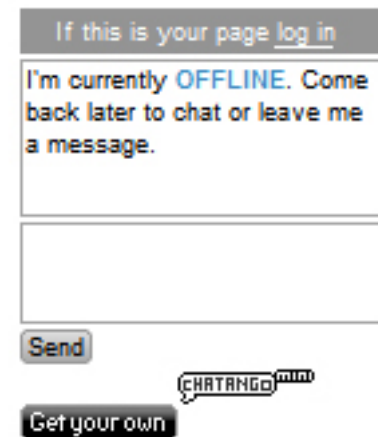
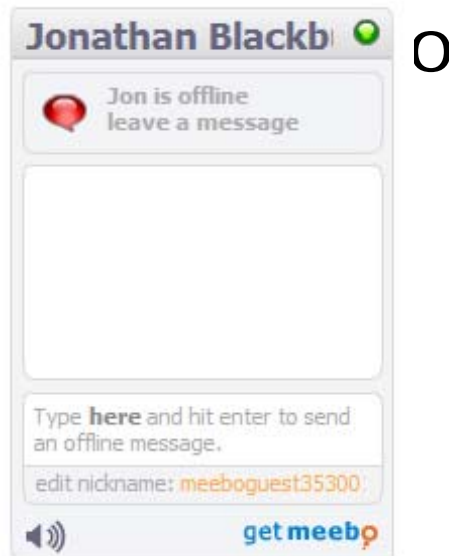
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Embedded Chat

- Allows “flash-based” chat widgets

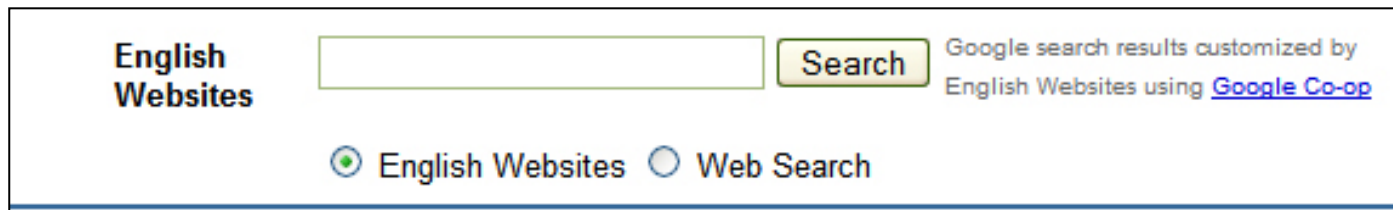
MeeboMe

Plugoo



Google CSE

- Custom Search Engine



English Websites Google search results customized by English Websites using [Google Co-op](#)

☒ English Websites ☐ Web Search

- Search across “subject-based” selection of websites
- <http://google.com/coop/cse>



The English “Super Page”

- Collaboration between technology and outreach
- Serve as “point of inspiration” for other outreach librarians
- Encourage further content creation and use of MediaWiki functionality



Challenges & Opportunities

- Discovery of Wiki pages
- What goes here? How to make content more than a PDF of the paper version
- Updates – fitting the Wiki into workflow/workpatterns



Coming soon . . .

- “Best Practices” documentation
- Marketing New Features
- Turn on “talk” page
- WYSIWYG editing



<when>

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When do we move on?

<when>

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Taking Stock

- Pros:
 - “Quick and easy” changes
 - Openness and collaboration
 - Positive user feedback
- Cons:
 - Clarification of purpose and “best practices”
 - Lack of structure & uniformity



Alternatives and possibilities

- Blogging platform (Wordpress MU?)
- RSS Feeds
- Facebook and MySpace
- Flickr and Youtube
- "Return of the CMS"
 - "Book" module
 - Library staff profiles
 - Discussion forums, et



Things to remember

- Services breed expectations
("Services not software")
- Communication not committees
- Change happens
 - Evolve/adapt
 - Take stock – consider stakeholders



Thanks

- Robert H. McDonald
Chronopolis Project Manager/SDSC
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For sharing slides, background information, ideas, suggestions, as well as the original impetus for this project.



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